

Personal...Provocative... and always fascinating.  
Behind every great woman there's a story to be told.  
Lifetime's "Intimate Portrait" weekly series will bring you  
real life stories of the world's most remarkable women.  
Premiering this month...

#### INTIMATE PORTRAIT: BETTE DAVIS

Her fiery film roles made her an icon, but it was her battle with breast cancer which best defines her feisty spirit. In honor of "Breast Cancer Awareness Month," the invincible spirit of a true legend is explored.

PREMIERE: Sunday, October 13, 10p.m.-11p.m. ET/PT  
ENCORE: Friday, October 18, 8p.m.-9p.m. ET/PT

#### INTIMATE PORTRAIT: JANET LEIGH

She shares with Lifetime the joys and the trials of her Hollywood days. A difficult marriage to leading man Tony Curtis, and the difficult task of juggling a career and bringing up two daughters. Lifetime's "Intimate Portrait" takes a close look at the relationship Janet had with her famous actress daughters, yesterday and today.

PREMIERE: Sunday, October 20, 10p.m.-11p.m. ET/PT  
ENCORE: Friday, October 25, 8p.m.-9p.m. ET/PT

#### INTIMATE PORTRAIT: THE CANDIDATES' WIVES

In a time when the role of the first lady is just as important as the role of the president, Lifetime explores the choices: Hillary Rodham Clinton and Elizabeth Dole. While on the surface they appear to be opposites, the similarities of these two dynamic women may surprise you.

PREMIERE: Sunday, October 27, 10p.m.-11p.m. ET/PT  
ENCORE: Friday, November 1, 8p.m.-9p.m. ET/PT

<http://www.lifetime.com>

LIFETIME TELEVISION  
WORLDWIDE PLAZA  
309 WEST 49TH STREET  
NEW YORK, N.Y. 10019



# Lifetime

Visit Lifetime's World Wide Web site for the latest information on Lifetime, as well as special programming created exclusively for this website.

## Originals

**Lifetime Original Movies**  
Top talent star in Lifetime-produced dramas, romances and thrillers. Watch for a new original movie every month.

**What Every Baby Knows**  
Dr. T. Berry Brazelton explores child development and parenting in the '90s.

**Supermarket Sweep**  
Lifetime's updated version of the '60's hit game show.

**Handmade By Design**  
This "hands-on" show, hosted by Lauren Marie Taylor, will satisfy all of your arts & crafts curiosities.

**Debt**  
Hosted by Wink Martindale, this new game show with a pop culture twist offers contestants the chance to pay off their real life "Debt."

**Kids These Days**  
Lifetime's new parenting show, hosted by Dana Fleming, offers tips on raising children ages six to twelve.

**The Main Ingredient**  
A casual, how to cooking show, hosted by Robin Mattson, that unlocks the secrets to successful and healthy meals.

**Girls' Night Out**  
From dieting to dating, this hilarious one-hour comedy series delivers the best stand-up routines from around the country.

**The Everyday Workout**  
Exercise educator Cynthia Kereluk offers viewers a unique exercise regimen to suit individual needs.

**Our Home**  
Emie Anastos & Boni Montgomery offer practical advice on practically everything for the home.

**Late Date with Sari**  
Lifetime's late night talk show, hosted by Sari Locker. Sari and guests discuss relationships and sexuality from a female perspective.

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FOR IMMEDIATE RELEASE

## **LIFETIME TELEVISION LANDS 11 NOMINATIONS FOR 1996 CABLEACE AWARDS**

**'Television for Women' Honored with Nominations  
for Best Movie or Miniseries, Best Actress and Best Supporting Actor  
in a Movie or Miniseries**

**"Sophie and the Moonhanger" Leads the Way with Four Nominations**

NEW YORK, Sept. 10, 1996 -- LIFETIME Television begins this fall 'aces high' with 11 CableACE nominations, including acknowledgment in competitive areas such as: Best Movie or Miniseries with "Sophie and the Moonhanger," and for Best Variety Special or Series with "Lifetime Applauds: The Fight Against Breast Cancer." Game show newcomer "Debt" -- which premiered only three months ago -- was awarded a nomination for Best Game Show Special or Series.

"Almost Golden: The Jessica Savitch Story"-- to date, the most watched basic cable movie in history which received a 7.9 rating -- was nominated for Sela Ward's performance as Best Actress in a Movie or Miniseries.

"We are thrilled that the National Academy of Cable Programming continues to confirm what our viewers have known for the last year. 'Television for Women' works! Our original movies, short form programming, and public affairs campaigns continue to make that special connection with female viewers," said Doug McCormick, President and CEO of LIFETIME Television.

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In addition to the Best Movie and Best Actress in a Movie or Miniseries nominations, LIFETIME was also credited with two nominations for Best Supporting Actor in a Movie or Miniseries for Jason Bernard's work in "Sophie and the Moonhanger" and Dennis Boutsikaris in "Chasing The Dragon." The LIFETIME Original movie, "Sophie and the Moonhanger," which starred "Home Improvement's" Patricia Richardson and Lynn Whitfield ("The Josephine Baker Story"), also received nominations for Sara Flanigan and Judi Ann Mason with Best Writing For A Movie or Miniseries and John A. Martinelli for Editing of a Dramatic Special or Series/Movie or Miniseries.

In 1995, LIFETIME began its commitment to the fight against breast cancer when it inaugurated the unprecedented television special, "LIFETIME Applauds: The Fight Against Breast Cancer," and the results were a nomination for Best Variety Special or Series and a nomination for actress/comedian Julia Sweeney's work as Best Performance in a Comedy Special.

Other nominations included: Best International Dramatic Special/Movie category for "The War Between Us" produced by Troika Films and "Trial at Fortitude Bay" produced by Atlantis Films Limited.

LIFETIME Television is dedicated to providing contemporary and informative programming for women. LIFETIME is available on more than 7,600 cable systems nationwide, serving over 64.6 million households. Learn more about LIFETIME Television on the LIFETIME Online web site at <http://www.lifetimetv.com>.

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Contact: Lina Duverge, LIFETIME Television (212) 424-7003



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**PRESS RELEASE**

**"LIFETIME APPLAUDS: THE FIGHT AGAINST BREAST CANCER"  
TO AIR OCTOBER 21 ON LIFETIME TELEVISION**

**GRAMMY AWARD-WINNER OLIVIA NEWTON-JOHN TO HOST  
STAR-STUDED PRIMETIME EVENT**

**Bryan Adams, Meredith Baxter, First Lady Hillary Clinton, Sheryl Crow,  
Ellen DeGeneres, Hector Elizondo, Whoopi Goldberg, Teri Hatcher, Sharon Lawrence,  
Kathy Mattea, Jane Seymour and Marsha Warfield, Among Participants**

NEW YORK, September 30, 1996 -- For the second consecutive year, LIFETIME Television will produce and broadcast a special two-hour extravaganza designed to increase breast cancer awareness. Hosted by Grammy Award-winner Olivia Newton-John, the star-studded program - called **"Lifetime Applauds: The Fight Against Breast Cancer"** - will feature some of the brightest and most original performers from film, television and music. The airdate is Monday, October 21 from 9-11:00 p.m. ET/PT.

Taped before an audience at Hollywood's Pantages Theatre (on October 13), the special will include performances by musical powerhouses Bryan Adams, All-4-One, Sheryl Crow and Kathy Mattea. Olivia Newton-John will also perform two songs from her 1994 CD "GAIA: One Woman's Journey," which chronicle her own bout with breast cancer.

In addition, compelling personal accounts and comedic sketches will be presented by such luminary actors and comedians as Meredith Baxter, Yasmine Bleeth, Kelly Curtis, Jill Eikenberry, Hector Elizondo, Linda Gray, Teri Hatcher, Sharon Lawrence, Carol Leifer, Janet Leigh, Wendy Liebman, Rebecca & Ruth Ann Lobo, Jane Seymour, Michael Tucker and Marsha Warfield. First Lady Hillary Clinton, Ellen DeGeneres and Whoopi Goldberg will appear in taped segments.

LIFETIME Online will also go behind-the-scenes of the production. People who log on to the website at <http://www.lifetime.com> at the time of the taping (October 13 at 7:30 p.m. PT) will hear an exclusive audio feed of the entire program. In addition, performers featured in the program will be available for online chats.

(more)

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Contact: Lina Duverge, LIFETIME Television      (212) 424-7003

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**"LifetimeApplauds: The Fight Against Breast Cancer"**

LIFETIME Television is committing \$5 million on-air and off-air to promote National Breast Cancer Awareness Month in October. In addition to special programming such as **"Lifetime Applauds: The Fight Against Breast Cancer,"** the network will continue to air its award-winning 60-second program shorts, called "Perspectives," offering commentaries and features on issues affecting women, and a series of public service announcements on breast cancer awareness, self-examinations and detection.

As last year, LIFETIME has joined forces with the National Alliance of Breast Cancer Organizations (NABCO), the leading non-profit central resource of information about breast cancer. LIFETIME is also supporting the Susan G. Komen Foundation's *Race for the Cure*, the largest series of 5K races held in 65 cities nationwide.

Producer of **Lifetime Applauds: The Fight Against Breast Cancer** is Ken Ehrlich Productions. Executive-in-charge for LIFETIME Television is Peggy Allen.

LIFETIME Television is dedicated to provided contemporary and informative programming for women. LIFETIME is available on more than 7,600 cable systems and alternative delivery systems nationwide, serving over 66 million households. Learn more about LIFETIME Television on the Lifetime Online website at <http://www.lifetimetv.com>.

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**AWARD-WINNING JOURNALIST LINDA ELLERBEE  
AND "DAY & DATE" NEWS ANCHOR DANA KING  
TO HELM LIFETIME TELEVISION'S UNPRECEDENTED "GO VOTE '96"  
PUBLIC SERVICE CAMPAIGN**

- Offer To Presidential Candidates of One Hour of Free Air Time For Structured Interactive Forum
  - In Addition, One Hour Also Set Aside for Candidates' Wives
- LIFETIME To Air Nightly Campaign News Updates in Primetime
- PSAs and Interstitials Supplement Network's Campaign Coverage

NEW YORK, May 22, 1996 -- In its most ambitious and unprecedented public service campaign ever, LIFETIME Television is launching "GO VOTE '96," a multi-faceted on-and-off-air effort created to address campaign issues from a female perspective and to inspire women to vote. The campaign includes a previously tendered opportunity for the Presidential candidates to address and respond to questions from American women in primetime. The campaign was announced today by Doug McCormick, president and CEO of LIFETIME Entertainment Services.

Award-winning journalist Linda Ellerbee and "Day and Date" anchor Dana King will helm the Network's campaign.

The women's vote is widely considered to be a deciding factor in the upcoming Presidential contest.

"In 1994, only 44.9% of eligible female voters went to the polls, the lowest turnout since 1974," said McCormick. "As the only Network that serves as both an entertainment vehicle and advocate for women, LIFETIME has a unique ability to inform and inspire women and give them a louder voice in the election process. We will see to it that women's issues are addressed, their concerns are heard and they will ultimately utilize the power of their vote."

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"An appearance on LIFETIME will provide an opportunity for the candidates to reach women and respond to their questions," said Meredith Wagner, Senior Vice President, Public Affairs, LIFETIME. "No other debate or televised event has focused solely on issues from a female perspective and seeks to clarify the candidates' positions on topics women have identified as their priorities."

LIFETIME Television's "GO VOTE '96" campaign components include:

### **Interactive Presidential Forums**

Linda Ellerbee will moderate a proposed televised forum, airing in primetime, with the Presidential candidates and a cross section of American women. Forum participants will be able to ask the candidates questions on issues that are of concern to them. In addition, LIFETIME has proposed a forum for the spouses of the candidates to address key issues and the evolving role of the First Lady. Ellerbee's production company, "Lucky Duck Productions" will produce.

### **Daily Primetime News Inserts**

Dana King, of syndicated "Day and Date," will anchor daily one minute news inserts which will air each night during prime time, beginning in August. These news inserts will update viewers on the campaign's progress as President Clinton and Senator Dole campaign across the country.

### **Interstitials**

LIFETIME Television has produced a series of "roundtable" discussions with women in six different cities discussing their concerns and sharing ideas for solutions to a wide variety of topics ranging from healthcare to education. Segments from these "roundtables," introduced on-air by Ellerbee, will air throughout the "GO VOTE" campaign on the Network as 60 second interstitials. Each "roundtable's" participants, including both residents and experts, focused on one topic, including:

#### **Los Angeles -- "Women and the Media"**

Discussion focuses on how the media treat women's issues during an election, how female candidates are treated differently from male candidates and how the media's portrayal of women in news and entertainment impacts the way women think about themselves.

#### **Birmingham -- "Economic Issues"**

Taped in a sometimes challenging economic area for women, topics covered included small business development, equal pay, affirmative action, poverty, welfare reform, single parenting and job availability and security.

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**Miami -- "Healthcare"**

Residents and experts focused on one of the most hotly-debated family issues of the day, covering Medicare/Medicaid, eldercare, the trials of the sandwich generation, general health services, abortion, breast cancer and HIV.

**Boston -- "Work and Family"**

These women talk about how life is a constant juggle, particularly for working mothers who must contend with childcare, daycare, job discrimination, sexual harassment, flex time and the "glass ceiling."

**Iowa City -- "Violence"**

Participants focus on how violence and crime are among women's greatest concerns even in small towns, which have minimal assistance service available and stigmatization of the victim is more of a possibility.

**Denver -- "Education"**

Women here talked about how inadequate education is perhaps at the heart of our country's greatest problems. Topics discussed ranged from job training, funding, racism and sexism, to wider opportunities for women and religion in the classroom.

**Public Service Announcements**

LIFETIME has produced six different public service announcements that are all aimed at getting women of all ages and races to literally "go vote." The spots include:

- A tribute to the 19th Amendment, from a woman who was born before "penicillin, credit cards, the state of Alaska, ball point pens or the right to vote."
- A look at what can be done behind "closed curtains" "...you can change a baby, your mind, your clothes - and governments (in a voting booth)..."
- A glimpse of "the big load" of responsibilities women have in their everyday lives. If you take the time to vote, "... the good news is it will all be there when you come back ... but maybe that's the bad news...." (available in Spanish)
- A playful image of a woman exercising her muscles to a workout tape, reminding women that another way to flex their power is to vote.
- A vignette addressing how easily elected officials can ignore the constituents -- until you cast your vote.
- The contents of a woman's purse today often include means of protection -- from pepper sprays to four keys for a single door. One way women can protect themselves is tell the candidates they want safer streets.
- A montage of voices is used to affirm that it's important to communicate political opinions, but only voting guarantees you will be heard.

(more)

**Interactive / On Line**

In an agreement designed to reach as many women on the internet as possible, LIFETIME Television through its LIFETIME Online internet site has partnered with Women's Wire to co-produce "Go Vote Online."

Women's Wire, one of the pioneers in computer services designed for women, and LIFETIME Online will co-produce complimentary information to LIFETIME Television's "GO VOTE '96" campaign.

Content will include how and where people can register to vote, live chats with political insiders as well as anchors Ellerbee and King, downloadable video and audio files exclusively created for "Go Vote Online" and joint polling - the results of which will be presented on-air as part of the Network's news inserts.

The "Go Vote Online" content will rest on both the LIFETIME Online server and the Women's Wire server. The web address for LIFETIME Online is <http://lifetimetv.com>; for Women's Wire it is <http://women.com>.

"GO VOTE '96" is a project of LIFETIME Television's Public Affairs Department in association with the Council of President's Women's Vote Project.

The Bank of America and Bristol-Myers Squibb Company are the official sponsors of "GO VOTE '96."

LIFETIME Television is available on more than 7,600 cable systems nationwide, serving over 64 million households. Over 500 affiliates have already signed on to support "GO VOTE '96" locally.

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